

Sponsor Information

Background:

The core constituency base for hunting, angling and boating is declining and becoming more fractured across Kentucky, and as a consequence a large percentage of the population has become distanced from conservation issues. As participation in hunting, fishing, shooting sports and boating activities continues to decline, state fish and wildlife agencies are uniquely positioned and have a responsibility to engage a variety of both user and potential user groups in conservation and outdoor recreation.

The SPRING sweepstakes is designed to RAISE AWARENESS, ENGAGE and to facilitate more interaction with the sportsmen and sportswomen of Kentucky. KDFWR's social media pages were designed to inform, engage, and encourage participation by new and existing stakeholders in fishing, hunting and other wildlife-related recreation and conservation.

The Kentucky Department of Fish and Wildlife Resources (KDFWR) are therefore seeking financial and in kind assistance for the 2015 Spring Sweepstakes. The initial funding of this initiative through sponsorship should begin a perpetual source of funding to expand KDFWR's communication digitally and for future social media initiatives.

Timeframe:

In accordance with KRS 45A.085(2) this sponsorship will be posted on the agency's website for a minimum of seven (7) calendar days, beginning on **March 9th, 2015**. This sponsorship opportunity may also be linked to other Commonwealth web sites, the Kentucky Afield radio and television shows as practicable, and awareness will be raised through other media, such as publication in newspapers, press releases and social media as practicable. Also, each sponsorship opportunity includes specific commitments, as described herein.

Initiative:

KDFWR continues to seek out and expand outreach opportunities that promote hunting and fishing. With the support of sponsors, we are proud to be able to offer sportsmen and sportswomen who stay connected with the agency via Social Media Platforms, the chance to win a Spring Outdoors Package that includes **a crossbow including accessories, tackle storage system, and back pack**. This promotion will also serve to encourage increased hunting and fishing participation for the entire family.

More specifically, one (1) successful entrant in the contest will win the following:

Plano Tackle System (Bass Focused) - Value \$150

Frabill Net & Rain Suit – Value \$350

Tenzing Backpack – Value \$250

Barnett Crossbow Package & Plano Crossbow Case – Value \$600

Wildgame Innovations Trail Camera Set - Value \$200

KDFWR is therefore seeking financial aid in kind assistance for the Spring Sweepstakes. The initial funding of this initiative through sponsorship should begin a perpetual source of funding to expand KDFWR's communication digitally and for future social media initiatives.

Sponsorship Opportunities:

KDFWR IS SEEKING ASSISTANCE FOR THE SPRING SWEEPSTAKES. ASSISTANCE MAY BE PROVIDED AS FOLLOWS:

Sponsor(s) would provide funding or in-kind services for events:

- ***Financial Sponsorship*** (in lieu of or in addition to providing in-kind services for events): Strong private partnerships are essential to continue the fish and wildlife conservation successes and the fishing and hunting traditions in Kentucky. By committing to this Sponsorship, sponsors help KDFWR achieve our mission and mandate as the stewards of wildlife, and help to continue the fishing and hunting traditions in the Commonwealth of Kentucky. In return for this Sponsorship, your business will have significantly increased potential in getting your brand and messages delivered to hunters, anglers, boaters and wildlife conservationist throughout the entire state of Kentucky and non-residents who participate in these activities in Kentucky.

SPONSORSHIP OPPORTUNITIES (1 THROUGH 2):

KDFWR IS SEEKING SPONSORSHIP FOR ONE (1) EVENT IN THE 2015 CALENDAR YEAR. A MINIMUM OF ONE PRESENTING SPONSOR (MAX. 4) AND ONLY ONE TITLE SPONSOR AS PROVIDED IN COMPONENT 2.

1. **“Presenting” Sponsor Level of the Fall Facebook Sweepstakes (Up to 4 at this level)**

Cash Option (In Lieu of Providing/Donating Equipment):

Min \$1,000 Max \$2,500

Up to Four (4) Presenting Sponsors

The “Presenting” Sponsor(s) of The Spring Sweepstakes shall Provide or Fund for Purchase:

Plano Tackle System (Bass Focused) - Value \$150

Frabill Net & Rain Suit – Value \$350

Tenzing Backpack – Value \$250

Barnett Crossbow Package & Plano Crossbow Case – Value \$600

Wildgame Innovations Trail Camera Set - Value \$200

The “Presenting Sponsor(s) of the Spring Sweepstakes shall receive the following benefits:

- Your business named/identified as a “Presenting” sponsor in any media (television or radio) advertisements promoting the event.
- Your logo and mention of sponsorship will be included on all print advertisements promoting the event.
- Ability to coupon participants and fans of KDFWR Facebook and Twitter page(s) during Contest time period. All costs associated with construction of, delivery of and redemption processes are the responsibility of the **Sponsor(s)**.

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice.

2. “Title” Sponsor Level of the Spring Sweepstakes (1 at this level)

CASH OPTION (IN LIEU OF PROVIDING/DONATING EQUIPMENT):

Min \$2,500 Max \$5,000

“Title” sponsor of the Spring Sweepstakes shall Provide or Fund for Purchase:

- Cost of Third Party App to host Sweepstakes in Accordance with Facebook and Twitter rules and Regulations
- Digital Advertising to Over 900,000 Facebook Fans on outdoor-related Fan Pages

Plano Tackle System (Bass Focused) - Value \$150

Frabill Net & Rain Suit – Value \$350

Tenzing Backpack – Value \$250

Barnett Crossbow Package & Plano Crossbow Case – Value \$600

Wildgame Innovations Trail Camera Set - Value \$200

THE “TITLE” SPONSOR OF THE SPRING SWEEPSTAKES SHALL RECEIVE:

- Your business named/identified as a “Title” sponsor in any media (television or radio) advertisements promoting the event.
- Your logo and mention of sponsorship will be included on all print advertisements promoting the event.
- Ability to coupon participants and fans of KDFWR Facebook and Twitter page(s) during Contest time period. All costs associated with construction of, delivery of and redemption processes are the responsibility of the **Sponsor(s)**.
- ***Ability to survey with up to three (3) questions all registrants who enter to win Sweepstakes***
- ***Receive Name and Email of registrants who enter Sweepstakes for “Title” Sponsor’s future use***

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice. All checks should be payable to the Kentucky Department of Fish and Wildlife Resources.

EVALUATION:

KDFWR will review all responses in accordance with the evaluation factors set forth below:

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| 1. Sponsor Investment in Dollars (\$): | 60 Points Max |
| 2. Experience/Previous Sponsorship Activities: | 40 Points Max |

Potential sponsors must include their investment amount and a list of experience/previous sponsorship activities. A minimum of one sponsor per component is being sought. The Department reserves the right to reject potential sponsors whose branding, image and/or mission are in conflict with the department's goals, mission, and values.

Note: The KDFWR reserves the right to reject any sponsors whose branding, image and/or mission are in conflict with the department's goals, mission, values, or that exceed our requirements. Selected sponsor(s) are expected to provide support and meet their obligations through the duration of the event with set up and break down on the designated dates. Because we expect to hold several events throughout 2015, all event sponsors selecting either financial and/or "in-kind" services/products must submit via email, defining the level of sponsorship and/or services/products to the attention of:

Brian V. Blank
Director of Public Affairs
Kentucky Department of Fish and Wildlife Resources
#1 Sportsmans Lane
Frankfort, KY 40601
Brian.Blank@ky.gov